

Message for Alleyne-Chin, Trish

From: Lisa (MAC) Bautista
Date: Wed, Sep 22, 1993 14:00
Subject: merit & parliament forecasts
To: Alleyne-Chin, Trish
File(s): COUPON INFO; MERIT JAN RETAIL PROMO; MERIT NOV 28 FSI; PARLIAMENT DEC FSI

Subject: Time: 1:42 PM
OFFICE MEMO merit & parliament forecasts Date: 9/22/1993
Enclosed are 4 files: 3 for the forecasts and 1 showing coupon redemption by media. As I mentioned to you on the phone today, our forecast for the MERIT JAN RETAIL PROMO is much lower than what PM estimates it to be (1-3% vs 5%). Perhaps, Brand had some info that made them think that redemption for that program would be that high. Let me know if there is anything else that I would need to do on this.

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